

**Dienger, Whitney**

#0 8936 Cupp?

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**From:** Jacobs, Sarah  
**Sent:** Thursday, November 01, 2012 2:38 PM  
**To:** Dienger, Whitney  
**Subject:** FW: URGENT MKGD WKRC

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**From:** Bob Clegg [mailto:bobclegg@ameritech.net]  
**Sent:** Thursday, November 01, 2012 2:38 PM  
**To:** Jacobs, Sarah  
**Subject:** RE: URGENT MKGD WKRC

That's good, thanks.

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**From:** Jacobs, Sarah [mailto:SJacobs@local12.com]  
**Sent:** Thursday, November 01, 2012 2:36 PM  
**To:** Bob Clegg  
**Subject:** URGENT MKGD WKRC  
**Importance:** High

Bob Cupp - missed 1x :15 in 4pm news coverage yesterday due to breaking news.  
Mkgd tomorrow 11/2, 4-5pm STP, NCIR. locked 430-5p since that

Please confirm  
Thanks  
SAJ

**Sarah Jacobs**  
Local Sales Manager  
WKRC CBS 12/Local 12.2 The CW Cincinnati  
513/763-5672

11/1/2012



Orders	Order / Rev:	68936
	Alt Order #:	
	Product Desc:	Cupp
	Estimate:	Cupp
	Flight Dates:	10/30/12 - 11/06/12
	Original Date / Rev:	10/29/12 / 11/01/12
	Order Type:	GENERAL

Primary AE:	Local 12 WKRC-TV
Sales Office:	LSM LSM
Sales Region:	CVG
	Local

Agency	Name:
	Buying Contact:
	Billing Contact:
	49 S Grant Ave
	Columbus, OH 43215

Billing Type:	Cash
Billing Calendar:	Broadcast
Billing Cycle:	EOM/EOC
Agency Commission:	15%

Advertiser	Name:	Robert Cupp for Ohio Supreme Court
	Demographic:	HH
	Product Codes:	State Elections
	Priority:	P-3
	Revenue Codes:	AGY, POL-CAND, GEN

New Business Thru:	
Order Separation:	00:15:00
Advertiser External ID:	
Agency External ID:	

## Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/29/12	11/06/12	97	\$64,988.00	\$55,239.80

Totals				
Month	# Spots	Gross Amount	Net Amount	Rating
November 2012	97	\$64,988.00	\$55,239.80	0.00
Totals	97	\$64,988.00	\$55,239.80	0.00

## Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
SM I SM			Start Of Order - End Of Order	100%

Order Share	Share	Total
Local 12 WKRC-TV	50%	\$64,988.00
Market	100%	\$129,976.00

Competitive Share	Share	Total
EKRC	1%	\$1,299.76
UNKWN	49%	\$63,688.24
WCPO	0%	\$0.00
WLWT	0%	\$0.00
WSTR	0%	\$0.00
WXIX	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 1	WKRC	10/30/12	11/06/12	5a Good Morn Cincinnati	CM	5:00 AM-5:30 AM	11111--	:15	5	\$163.00	P-3	0.00	NM	6	\$978.00
				5a Good Morn Cincinnati		(5:00 AM-5:30 AM)									
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
		Week: 10/29/12	11/04/12	-1111--	4	\$163.00	0.00								
		Week: 11/05/12	11/11/12	11-----	2	\$163.00	0.00								
N 2	WKRC	10/30/12	11/06/12	5a Good Morn Cincinnati	CM	5:30 AM-6:00 AM	11111--	:15	5	\$163.00	P-3	0.00	NM	6	\$978.00
				5a Good Morn Cincinnati		(5:30 AM-6:00 AM)									
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
		Week: 10/29/12	11/04/12	-1111--	4	\$163.00	0.00								
		Week: 11/05/12	11/11/12	11-----	2	\$163.00	0.00								
N 3	WKRC	10/30/12	11/06/12	6a Good Morn Cincinnati	CM	6a-7a	2222---	:15	8	\$780.00	P-1	0.00	NM	10	\$7,800.00
				6a Good Morn Cincinnati											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								

Order / Rev: 68936

Advertiser: Robert Cupp for Ohio Supreme Court

Alt Order #:

Product Desc: Cupp

Local 12 WKRC-TV

Flight Dates: 10/30/12 - 11/06/12

Estimate: Cupp

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 3	WKRC	10/30/12	11/06/12	6a Good Morn Cincinnati 6a Good Morn Cincinnati	CM	6a-7a	2222----	:15	8	\$780.00	P-1	0.00	NM	10	\$7,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
		Week: 10/29/12	11/04/12	-222----	6	\$780.00	0.00								
		Week: 11/05/12	11/11/12	22-----	4	\$780.00	0.00								
N 4	WKRC	10/30/12	11/05/12	M-F 9a-10a M-F 9a-10a	CM	9a-10a	11111--	:15	5	\$98.00	P-3	0.00	NM	5	\$490.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
		Week: 10/29/12	11/04/12	-1111--	4	\$98.00	0.00								
		Week: 11/05/12	11/11/12	1-----	1	\$98.00	0.00								
N 5	WKRC	10/30/12	11/05/12	M-F 10a-11a M-F 10a-11a	CM	10a-11a	11111--	:15	5	\$98.00	P-3	0.00	NM	5	\$490.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
		Week: 10/29/12	11/04/12	-1111--	4	\$98.00	0.00								
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Rtg</u>	<u>Type</u>						
1	WKRC	10/29/12-11/04/12	M-F 10a-11a	10a-11a	-TWThF----	:15	(\$98.00)	0.00	NM						
See MG 5.6															
[News Special Report]															
6	WKRC	11/02/12-11/02/12	M-F 10a-11a	10a-11a	-----F----	:15	\$98.00	0.00	NM						
MG for 5.1 10/30															
[Approved by Buyer]															
Week: 11/05/12	11/11/12	1-----	1	\$98.00	0.00										
N 6	WKRC	10/30/12	11/05/12	Local 12 News at Noon Local 12 News at Noon	CM	12p-1230p	22222--	:15	10	\$472.00	P-2	0.00	NM	10	\$4,720.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
		Week: 10/29/12	11/04/12	-2222--	8	\$472.00	0.00								
		Week: 11/05/12	11/11/12	2-----	2	\$472.00	0.00								
N 7	WKRC	10/30/12	11/05/12	Soap Rotator Soap Rotator	CM	1230p-2p	11111--	:15	5	\$423.00	P-3	0.00	NM	5	\$2,115.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
		Week: 10/29/12	11/04/12	-1111--	4	\$423.00	0.00								
		Week: 11/05/12	11/11/12	1-----	1	\$423.00	0.00								
N 8	WKRC	10/30/12	11/05/12	The Talk The Talk	CM	2p-3p	11111--	:15	5	\$179.00	P-3	0.00	NM	5	\$895.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
		Week: 10/29/12	11/04/12	-1111--	4	\$179.00	0.00								
		Week: 11/05/12	11/11/12	1-----	1	\$179.00	0.00								
N 9	WKRC	10/30/12	11/05/12	4p Local 12 News at Four 4p Local 12 News at Four	CM	4:00 PM-4:30 PM (4:00 PM-4:30 PM)	22222--	:15	10	\$423.00	P-2	0.00	NM	10	\$4,230.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
		Week: 10/29/12	11/04/12	-2222--	8	\$423.00	0.00								
		Week: 11/05/12	11/11/12	2-----	2	\$423.00	0.00								
N 10	WKRC	10/30/12	11/05/12	4p Local 12 News at Four 4p Local 12 News at Four	CM	4:30 PM-5:00 PM (4:30 PM-5:00 PM)	22222--	:15	10	\$423.00	P-2	0.00	NM	10	\$4,230.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
		Week: 10/29/12	11/04/12	-2222--	8	\$423.00	0.00								
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Rtg</u>	<u>Type</u>						
3	WKRC	10/29/12-11/04/12	4p Local 12 News at Four	4:30 PM-5:00 PM	4:30 PM-5:00 PM	4:30 PM-5:00 PM	4:30 PM-5:00 PM	4:30 PM-5:00 PM	4:30 PM-5:00 PM	4:30 PM-5:00 PM	4:30 PM-5:00 PM	4:30 PM-5:00 PM	4:30 PM-5:00 PM	4:30 PM-5:00 PM	4:30 PM-5:00 PM
See MG 10.11															
[Preempted by News Dept.]															
11	WKRC	11/02/12-11/02/12	4p Local 12 News at Four	4:30 PM-5:00 PM	4:30 PM-5:00 PM	4:30 PM-5:00 PM	4:30 PM-5:00 PM	4:30 PM-5:00 PM	4:30 PM-5:00 PM						
MG for 10.3 10/31															
[Approved by Buyer]															
Week: 11/05/12	11/11/12	2-----	2	\$423.00	0.00										
N 11	WKRC	10/30/12	11/05/12	11p M-Su Local 12 News 11p M-Su Local 12 News	CM	11p-1135p	222--22	:15	10						
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
		Week: 10/29/12	11/04/12	-22--22	8	\$3,250.00	0.00								
		Week: 11/05/12	11/11/12	2-----	2	\$3,250.00	0.00								
N 12	WKRC	11/03/12	11/03/12	6a-8a Local 12 News Sat	CM	6:00 AM-7:00 AM	-----4-	:15	4	\$163.00	P-2	0.00	NM	4	\$652.00

Order / Rev: 68936  
 Alt Order #:  
 Flight Dates: 10/30/12 - 11/06/12

Advertiser: Robert Cupp for Ohio Supreme Court  
 Product Desc: Cupp  
 Estimate: Cupp

Local 12 WKRC-TV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Weeks/Week</u>	<u>Rate</u>	<u>Rating</u>								
Week: 10/29/12		11/04/12	11/04/12	-----4-	4	\$163.00	0.00								
N 13	WKRC	11/03/12	11/03/12	6a-8a Local 12 News Sat	CM	6:00 AM-7:00 AM	-----4-	:15	4	\$163.00	P-2	0.00	NM	4	\$652.00
Week: 10/29/12		11/04/12	11/04/12	-----4-	4	\$163.00	0.00								
N 14	WKRC	11/04/12	11/04/12	6a-8a Local 12 News Sat	CM	7:00 AM-8:00 AM	-----4-	:15	4	\$585.00	P-2	0.00	NM	4	\$2,340.00
Week: 10/29/12		11/04/12	11/04/12	-----4-	4	\$585.00	0.00								
N 15	WKRC	11/03/12	11/03/12	Big East Football	CM	12p-330p	-----2-	:15	2	\$780.00	P-3	0.00	NM	2	\$1,560.00
Week: 10/29/12		11/04/12	11/04/12	-----2-	2	\$780.00	0.00								
N 16	WKRC	11/04/12	11/04/12	Bengals Weekly	CM	1130a-12p	-----1	:15	1	\$358.00	P-3	0.00	NM	1	\$358.00
Week: 10/29/12		11/04/12	11/04/12	-----1	1	\$358.00	0.00								
													Totals	97	\$64,988.00